

Snohomish County
Quit Line Data Summary
January 1 - March 31, 2002

	County	State
Number of Calls to Quit Line	N = 296	N = 4,096
Percent of Statewide Calls	8.7%	100.0%
Percent of State Population in County¹	10.3%	100.0%

	County %	State %
Gender	N = 295	N = 3,737
Female	64.7%	61.7%
Male	35.3%	38.3%
Race/Ethnicity	N = 270	N = 3,032
People of Color	9.3%	12.8%
White	90.7%	87.2%
Age	N = 275	N = 3,176
Less than 18 years old	2.2%	2.3%
18 - 24 years old	16.0%	16.2%
25 - 34 years old	22.9%	23.2%
35 - 44 years old	28.0%	27.0%
45 years and older	30.9%	31.4%
Education	N = 282	N = 3,209
Did not graduate high school	22.0%	19.8%
High school graduate	33.3%	33.3%
Some college/vocational school	36.9%	36.9%
College graduate	7.8%	10.0%
Caller Type	N = 276	N = 3,483
General Information	7.2%	10.6%
Health care provider	1.4%	3.4%
Tobacco user	91.3%	86.1%
Payer Type	N = 188	N = 2,167
Insured	35.6%	40.2%
Uninsured	24.5%	25.1%
Medicaid	39.9%	34.7%
Heard About	N = 241	N = 3,110
Past caller	10.8%	12.9%
Employer/worksites	0.0%	1.4%
Health care provider	20.3%	17.0%
Television	25.7%	23.9%
Outdoor advertisement (billboard/bus/wall)	7.9%	4.9%
Targeted mailing	0.4%	0.2%
Great Start	6.2%	6.2%
Radio	1.2%	1.1%
Newspaper/Magazine	0.0%	1.7%
Brochure/Newsletter	2.5%	5.2%
Family or friend	22.8%	21.5%
Health Department	2.1%	3.0%
School	0.0%	0.9%